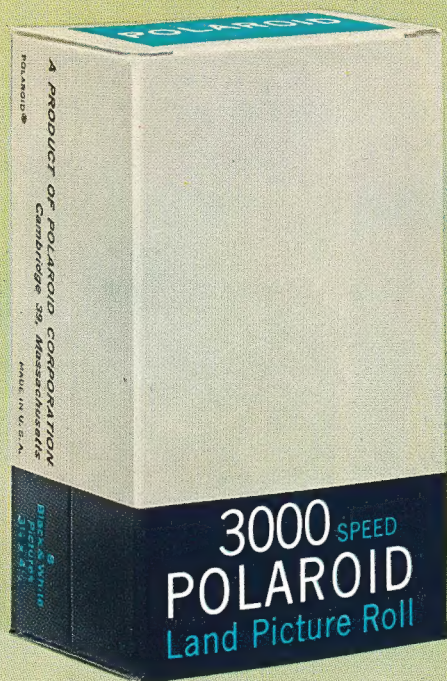


NOW: 60-SECOND PICTURES WITHOUT FLASHBULBS



NOW: INDOOR PICTURES WITHOUT FLASHBULBS

With new 3000 speed picture roll and the repeating wink-light

60-second photography has entered a new dimension of carefree operation and spectacular results. Two brand new Polaroid Corporation developments—a 3000 speed film and the repeating wink-light—have made indoor photography as easy and economical as snapping pictures in the sunshine. This amazing new film is fifteen times more sensitive to light than present film. Now you can take indoor pictures right in your own living room without flashbulbs. You can take pictures indoors during the daytime as easily as outdoors. And outdoor pictures with this extraordinary film are better than ever, from brightest sunshine to deepest shade, even at dusk, long after the sun has set.



THE FILM HAS THE SPEED

The extraordinary speed (sensitivity to light) of this new film makes it possible to take pictures at night by the light of ordinary floor or table lamps. However, because this light falls in "pools of illumination", your subject will have dark shadows on the areas away from the light. The amazing Polaroid wink-light is the answer to this problem.

With 3000 Speed Picture Roll alone ►



THE WINK-LIGHT ERASES SHADOWS

The wink-light is a compact automatic "fill-light" that erases dark shadows with a gentle wink of light. Fit it on the camera—that's all there is to it. Now, every time you press the shutter the wink-light flashes. It will wink more than a thousand times on its lightweight battery. In average room light its range is 8 to 10 feet, the distance within which most of your indoor pictures are made.

With 3000 speed film and Polaroid wink-light ►



NOW: INDOOR PICTURES LIKE THESE—WITHOUT FLASHBULBS



PICTURES LOOK NATURAL

Your indoor pictures are lighted just as the room is lighted. They appear as you see the scene with your own eyes—with natural highlights and shadows. Backgrounds are not hidden deep in shadow and foregrounds are not washed out.



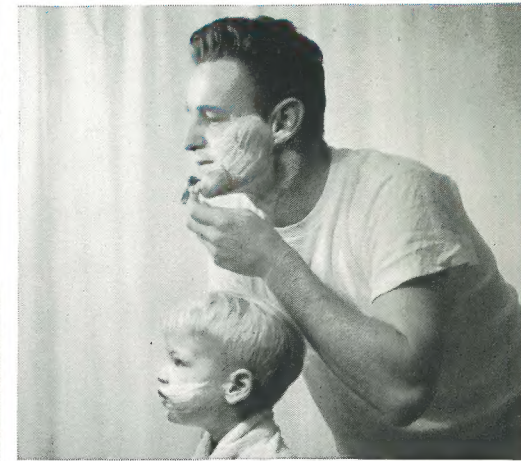
NO GUESSWORK

Unlike direct-flash photography, where careful shutter settings must be made each time, you can now use the same setting for almost every indoor picture. This picture was taken from 4 feet with the same setting as the 8-foot picture at left.



NO BLINDING FLASH

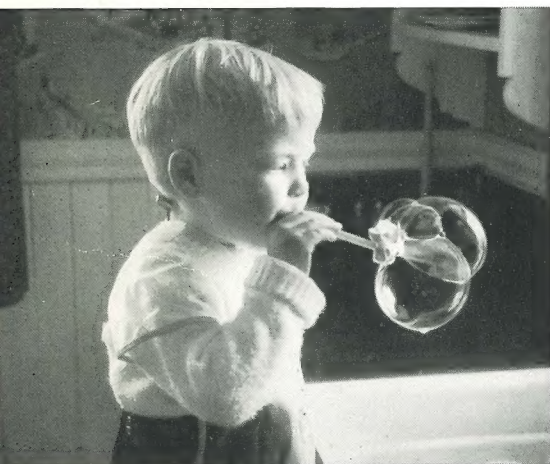
Look the wink-light in the eye! Its wink is gentle and unobtrusive—so quick, it's hard to see. Pictures of children are much easier to take than ever before—they never flinch away from the wink-light and adults appreciate it as well.



ECONOMICAL

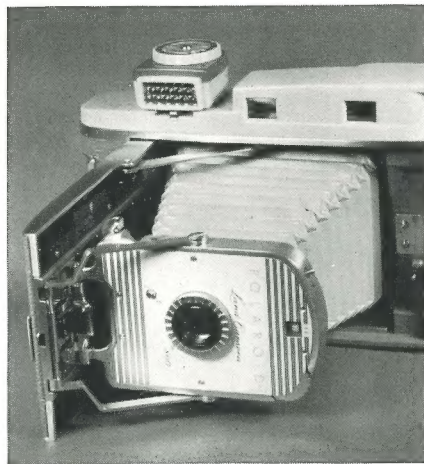
There are more than a thousand winks in the wink-light battery—the equivalent of over \$100 worth of flashbulbs. You can take picture after picture, just like this one, without ever changing a bulb. No bulk, no more running out of bulbs.

DAYTIME PICTURES INDOORS OR OUT—EVEN AT DUSK



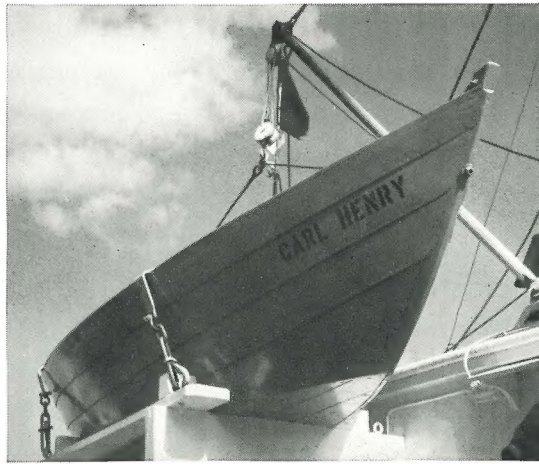
INDOORS BY DAY

3000 Speed Picture Roll makes magnificent pictures in day-lighted rooms. Take your Polaroid Land Camera anywhere in the house and snap natural light pictures as easily as you would outside! All sorts of picture possibilities are now available to you that were impossible before.



NEW EXPOSURE METER

The new Polaroid Exposure Meter has been designed for use with the new film, indoors or out. It gives exact setting for any light, and is especially helpful in hard-to-judge, low light-level situations.



OUTDOORS TOO

You can make wonderful outdoor pictures with this film too. A light-reducing filter comes with wink-light to adapt your camera for even brightest beach scenes. This film used with the new Photo electric Shutter converts Land Cameras to fully-automatic "electric eye" operation.



EVEN AT TWILIGHT

This film can record scenes even by the uncertain light of dusk. It lengthens your picture-taking day to include some of the best pictures of all—pictures that you never dreamed of taking before. This picture was made when it was almost too dark to read a newspaper.

YOU CAN EVEN HANDLE EXTREME SITUATIONS LIKE THESE



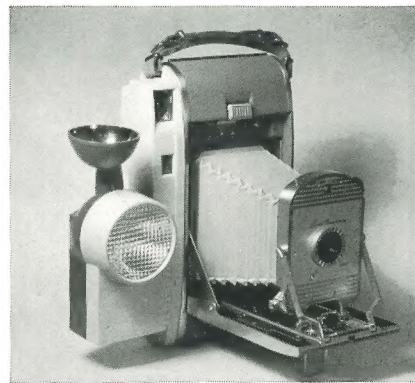
NO LIGHT AT ALL

Even if there's no light at all in the room, the wink-light provides enough illumination to take pictures up to six or seven feet away with 3000 Speed Picture Roll. This photograph was made in a completely darkened room. The wink-light beam exactly fills the picture area.



VERY LARGE GROUPS

On those rare occasions where the subject is large, the range too great for the wink-light and room light is not bright enough, you can plug a tiny auxiliary flasher into the housing of the wink-light, and get bounce-flash pictures like this. Flash bulb is smallest, cheapest made.



AUXILIARY FLASHER

This is the auxiliary flasher that lets you handle extreme-distance situations. It comes with each wink-light, uses the new jelly-bean size AG-1 flashbulb. Reflector swivels for bounce or direct flash.



TREMENDOUS RANGE

For unusual situations like this, the speed of the film provides extraordinary "carry" when used with direct flash in the auxiliary flasher. Although you may rarely need such coverage, it's nice to know that you can now make pictures at night—even 40 feet away.

ISN'T THIS REALLY THE WAY YOU WANT TO TAKE PICTURES?



IN JUST 60 SECONDS you can hold in your hand a magnificent picture, finished right in your Polaroid Land Camera, a sharp, lasting record of what you snapped only a minute before. No tanks, no liquids, no waiting. Is there a thrill in photography to match this?

ANYONE CAN USE THE LAND CAMERA, snap the shutter, pull the tab and lift your print right out of the back of the camera. What could be easier?

PICTURES OF SUPERB QUALITY are yours whether you are an expert or a beginner. Polaroid Land films give brilliant prints—sharp and detailed with a superb range of tone and shading. Because you see your results on the spot, you can quickly teach yourself to become a better photographer. You'll make pictures you would never have tried before, pictures you'll be proud to show, pictures you'll want to keep for a lifetime. (And you can, because they last just like any fine print.)

NOW: TAKE PICTURES ANYWHERE, indoors without flashbulbs, outdoors, anywhere, anytime, with magnificent results. With the new developments described on these pages, the Polaroid Land Camera has become the world's most advanced picture-taking instrument—as well as the easiest to use. Select the picture and the camera will give it to you in just 60 seconds. Hard to believe? Try it yourself.



3000 SPEED PICTURE ROLL

This film has the highest speed ever offered for all-purpose picture taking. Eight pictures to a roll. Type 37 (2½ x 3¼ inch picture size) for use with Models 80, 80A and 80B \$1.79
Type 47 (3¼ x 4¼ inch picture size) for use with all other models \$2.29



POLAROID WINK-LIGHT

Fits on all Land Camera models. Winks more than 1,000 times on a single battery. Auxiliary flasher provides bounce or direct flash for extreme situations. Flasher, light reducer and seals included for outdoor use of 3000 Speed Picture Roll. Model 250 (cordless connection) \$17.95
Model 252 (with cord) \$17.95



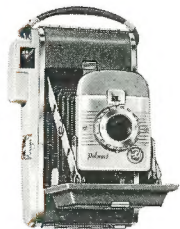
POLAROID EXPOSURE METER

This high-sensitivity meter reads in dim light where other meters are blind, yet handles brightest outdoor scenes too. Reads shutter settings directly, without calculators, clips to camera. Model 625 \$16.95



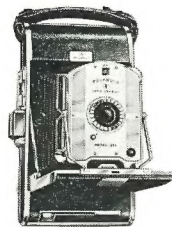
BUY THE COMPLETE KIT AND SAVE

There are complete factory-packed kits available featuring each model of the famous Polaroid Land Camera. They cost substantially less than the total cost of the individual items. Shown here is an 800 Kit, with the Polaroid Land Camera, wink-light, film and beautiful top-grain cowhide case. The case is a handsome addition to your luggage, means that you can carry with you everything necessary to take pictures in any situation. (Not shown but included are 25 Postcarders and 2 albums.)



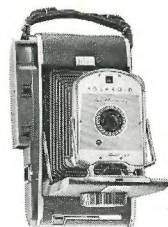
**HIGHLANDER
MODEL 80B**

Smallest of the Land Cameras, the 80B takes convenient, wallet-sized pictures (2½ x 3¼"). A single dial sets both lens opening and shutter speed. Light, compact, economical. . \$76.85



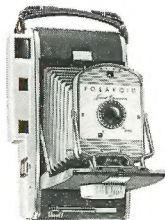
**SPEEDLINER
MODEL 95B**

Lowest-priced all-purpose camera producing big 3¼ x 4¼" picture size. One dial sets both lens opening and shutter speeds. Three-element coated lens and precision shutter. . . \$97.75



MODEL 150

Features a coupled rangefinder and a parallax-correcting viewfinder. One dial sets aperture and speed. Three-element coated lens and chronometric shutter, large picture . . . \$113.50



THE 800

The style and quality leader, with specially selected lens and shutter. 10-year guarantee, large picture. Presentation set with wink-light, filter and flasher. \$142.00



**PATHFINDER
MODEL 110A**

Most versatile Land Camera made. Fast f/4.7 lens makes it ideal for 3000 speed film. Shutter speeds to 1/300th, self-timer, coupled rangefinder-viewfinder, large picture. \$172.50



POLAROID PRINT COPIER

Now you can make your own copies at home in just 60 seconds. Actually improve on the original in some cases. Use with 3000 or regular speed Polaroid Land film. \$29.95